

| S. No | Author Name        | Article Title   | Journal Name   | Index details - UGC/Scopus/WOS/ABDC or Refereed Journal | ISSN No.                     | Impact factor if any              | Month & Year of Publication | Issue/Volume No.  | Page no of article |
|-------|--------------------|---|--|---|------------------------------|-----------------------------------|-----------------------------|-------------------|--------------------|
| 1     | Dr S G BALAJI      | Factors Influencing green brand equity for cosmetic Products: A Neural Network (NN) Approach  | Anvesak  | UGC Care  | 0378 - 4568                  | 6.2                               | Jan. – June 2022            | 5/52              | 11                 |
| 2     | Dr S G BALAJI      | “ Factors and Motives of Usage of Public transport systems in Tamil Nādu: A Case of Chennai metro rail services”                    | Manager – The British Journal of Administrative Management,          | ABDC Listed Journal                                     | 1746-1278                    |                                   | Feb.2022                    | 58/ 147           |                    |
| 3     | Dr S G BALAJI      | “ Improving the Carbon Footprint of Managing Food and Packaging Waste in the Food Industries”                                       | ECS Transactions   | Scopus Indexed  |                              |                                   | April, 2022                 | 1/107             |                    |
| 4     | Dr S G BALAJI      | “ Influence on the Organizational Performance of Sustainability Management Practices”   | ECS Transactions   | Scopus Indexed  |                              |                                   | April, 2022                 | 1/107             |                    |
| 5     | Dr.B.Latha Lavanya | Portraying Women in Advertisements: An Analogy Between Past and Present   | The American Journal of Economics and Sociology Web of Science       | WOS   | 9246 (print) 1536-7150 (web) | Impact Factor: 1.103. 2020 Impact | Feb 14 2022                 | Jan-17            |                    |
| 6     | Dr.B.Latha Lavanya | AN EMPIRICAL STUDY ON FOREX RISK MANAGEMENT   | JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY                    | UGC CARE  | 2229-5348                    |                                   | January-March 2022          | Vol. 16, No.1(IV) |                    |
| 7     | Dr.B.Latha Lavanya | An Ergonomic Approach for Inventory planning, cost forecasting of Material Handling Task  | International Journal of Emerging Multidisciplinaries: Socialscience | Referred Journal  | 2957-5311                    |                                   | Jan-22                      | Vol1, Issue 1     | No.1-17            |
| 8     | Dr.B.Latha Lavanya | Exploring the psychometric properties of personal optimism and self-efficacy optimism extended (POSO-E) scale among Indian teachers | Benchmarking: An International Journal                               | Scopus- Q2  | 1463-5771 / 1758-4094        | 2.6                               | 22 <sup>nd</sup> April 2022 |                   | No.1-23            |
| 9     | Dr.B.Latha Lavanya | Retail Channel Strategy: An Omni Channel Approach in Community Pharmacies using the theory of planned Behaviour                     | International Journal of Health Sciences                             | Scopus  | 2550-6                       | 2.0                               | 18 <sup>th</sup> April 2022 | 6 (S2)            | 9231-9142          |

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|----|----------------------------|--|--|----------------------------------|--|--------|--------------|-----------------------|------------|
| 10 | Dr.B.Latha Lavanya         | Artificial Intelligence Influence in Human Resource Management: Exploring Employee Perception  | Empirical Economics Letters                                  | ABDC Journal                     | 1681 8997  | 9.91   | Jul-22       | 21 (Special Issue 4)  | 95-108     |
| 11 | Dr.B.Latha Lavanya         | SUSTAINABLE WATER MANAGEMENT PRACTICES ADOPTED IN TOURISM HOTELS IN NILGIRIS   | International Journal of humanities, Law and Social Sciences | UGC CARE GROUP 1                 | Kanpur Philosophers ISSN 2348-8301   | 7.3299 | Dec-22       | Vol. IX, Issue II (D) | 44-51      |
| 12 | A. Appu                    | Factors and Motives of Usage of public transport systems in Tamilnadu: A case of Chennai Metro Rail Services                               | The British Journal of Administrative Management             | C' category in ABDC Journal      | 1746-1278  | 3.9    | Feb-22       | Vol. 58, Iss. 147     | pp 300-306 |
| 13 | A. Appu                    | An Empirical Study on Service Quality and Customer Purchase Intention towards household hardware accessories with reference to Thiruvallur | Journal of Social Welfare and Management                     | Referred Journal                 | P 0975-0231, E 2456-0871   | 4.7    | Sep-22       | Vol. 14, Iss. 3       | pp 91-96   |
| 14 | Vinoth S, Ahamed Haseena A | A Study on Financial Planning and Tax Savings Strategies for Salaried Employees  | Journal of Social Welfare and Management                     | Peer Reviewed                    | 0975-0231  | -      | Sep-Dec 2022 | 14/3(Part -1)         | 143-147    |
| 15 | Dr.D.Charumathi            | A Study on the impact of Pandemic on investment pattern of investors with respect to Chennai City"   | Journal of Social Welfare and Management                     | Refereed Journal                 | Open Access<br><a href="http://dx.doi.org/10.21088/jawn.0975.0231.4222-16">http://dx.doi.org/10.21088/jawn.0975.0231.4222-16</a> |        | Dec-22       |                       |            |
| 16 | Shabeena Shah              | A Study on Occupiers Satisfaction with Commercial Property Management Services   | Journal of Social Welfare and Management                     | Refreed                          |  | NIL    | Dec-22       | Volume 14             |            |
| 17 | M.Riaz Ahmed               | Factors influencing green brand equity for cosmetic products: A neural network (NN approach)   | Anvesak  | UGC care listed journal –Group I | 0378-4568  |        | Jun-22       | Volume .52, No.5 (II) | 175-179    |

|    |                    |  |  |                                  |                                       |       |                |                            |            |
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| 18 | M.Riaz Ahmed       | An examination on measuring the impact of green marketing and CSR activities towards Brand equity and consumer loyalty | Shodhsamhita   | UGC care listed journal- Group I | 2277-7067                             |       | Nov-22         | Volume IX, Issue II (II)   | 123-134    |
| 19 | M.Riaz Ahmed       | A Study on service Quality Attributes and Student Learning   | Journal of Social Welfare and Management                 |                                  |                                       |       | December, 2022 | Volume 14, No: 3 (Part-II) | 181-186    |
| 20 | Siranjeevi         | Evaluate the effectiveness of sales promotion practices towards clothing products                                      | Shodh samhitha   | UGC CARE Journal                 | 2277-7067                             |       | Jan-2022.      | vol-9, issuse-I(II)        | Pp 234-246 |
| 21 | Siranjeevi         | A Study to Examine Consumer Adaptation Towards EV  | Journal of social welfare and management                 | Referred Journal                 | 0975-0231                             |       | Jan-22         | 3(Part-I)                  | Pp 123-129 |
| 22 | Siranjeevi         | Data visualization of the "fear of COVID-19" and "mental health issues" in healthcare workers: A Systematic review     | shodha Prabha  | UGC CARE Journal                 | 0974-8946                             |       | No.12 : 2022   | Volume -47, Issue-1,       | Pp 221-228 |
| 23 | Dr.K.Sindhura      | Perceived Organizational Support and Employee Engagement: Mediating Role of Work Passion of the Employees              | Manager-The British Journal of Administrative Management | ABDC                             | ISSN:1746-1278                        | 7.45  | Nov-22         | 58 (156)                   | 210-223    |
| 24 | Dr.K.Sindhura      | INFLUENCE OF PSYCHOLOGICAL CAPITAL ON EMPLOYEE PERFORMANCE OF NON-GOVERNMENTAL ORGANISATION                            | Journal of Pharmaceutical Negative Results               | Scopus                           | Print - 0976-9234, Online - 2229-7723 | 0.654 | Dec-22         | 13(9)                      | 8041-8049  |
| 25 | DR.A. Govindarajan | A REVIEW OF RISE AND SPREAD OF INDEPENDENT JOURNALISM AND THEIR FINANCE IN INDIA                                       | Journal of New Zealand                                   | Scopus                           | 2324-3740                             | 0.1   | 30.12.2022     | NS34                       | 754-764    |